

REMARKS

This Supplemental Amendment is different from the draft delivered to the Examiner on August 28, 2003.

Claims 12, 14-19, 34-39, 67, 69-79, and 93-161 will be pending in this application after the Examiner enters the forgoing amendment.

Applicant respectfully submits that the Response filed July 21, 2003 was fully responsive to the Office Action mailed February 20, 2003. For the instant Application, however, Applicant no longer wishes to rely on some of the remarks made in the Response of July 21, 2003.

In the specification, the amendment in the drawings and at pages 5 et seq. correspond to amendments made in the allowed Parent Application. The amendment to page 26 is to correct and update patent numbers corresponding to the cited applications.

Regarding claim 15, support (not limitation) for "a signal identifying a consumer" may be found, for example, in the disclosure of checkout counter 900 that "sends redemption data to a market research center. The redemption data . . . includes the identification . . . of the customers who presented electronic coupons for redemption." Specification as originally filed, page 25, lines 17-20.

Regarding claim 94, support (not limitation) may be found, for example, in the disclosure that "[t]o implement this second method, it is presently preferred that the Email address for the user of PC 400 be sent by a web browser for the World Wide Web

(WWW). With one scheme, a user sends an Email message requesting a coupon for a specific product, by invoking the browser to select Hypertext in a document advertising the product." Specification as originally filed, page 17, lines 2-5.

Regarding claims 95-97, respective support (not limitation) may be found, for example, in the disclosure of ". . . invok[ing] a Form in the document, causing the browser to prompt the user . . ." Specification as originally filed, page 17, lines 13-14.

Regarding claims 98-100, respective support (not limitation) may be found, for example, in the disclosure of " . . . invoking the browser to select Hypertext in a document advertising the product. Selection of the Hypertext invokes a "Form" in the document . . ." Specification as originally filed, page 17, lines 4-6.

Regarding claims 101-103, respective support (not limitation) may be found, for example, in the disclosure of "a user send[ing] an Email message requesting a coupon for a specific product, by invoking the browser to select Hypertext in a document advertising the product. ". Specification as originally filed, page 17, lines 2-5.

Regarding claims 104-108, respective support (not limitation) may be found, for example, in the disclosure that "[a]n alternate scheme is to have the user of PC 400 join a club, by invoking the browser to select Hypertext . . . The club is essentially a mailing list for certain types of coupons. Selection of the hypertext invokes a Form in the document, causing the browser to prompt the user . . . Subsequently, some event causes the coupon server to send a coupon to each address in the list." Specification as originally filed, page 17, lines 11-19.

Regarding claim 109, support (not limitation) may be found, for example, in the disclosure of a "clearing house". Specification as originally filed, page 20, lines 11-12.

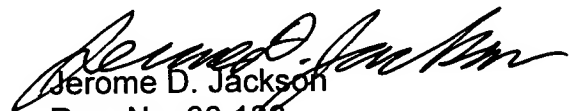
Regarding claim 110, support (not limitation) may be found, for example, in the disclosure of a "market research center." Specification as originally filed, page 25, lines 17-18.

Please charge the undersigned attorney's Deposit Account No. 10-0077 \$99.00 to cover 11 additional dependent claims.

If there are any other fees required for entry of this amendment, or for any other reason, please charge such fees to the undersigned attorney's Deposit Account No. 10-0077.

If the Examiner has any questions about this amendment, Applicant's representative would appreciate discussing this amendment with the Examiner. Applicant's representative, Jerome Jackson, can be reached at 703-684-4840.

Respectfully submitted,


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